

THE TRANSPORTATION LINK



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Office of Small and
Disadvantaged
Business Utilization

This edition of *The Transportation Link* focuses on the OSDBU web site at <http://osdbuweb.dot.gov/index.html>. It explains how both small business just getting started or just starting to pursue contracts in the transportation industry, and more mature small businesses, can effectively use our web site to meet their information needs.

I want to thank all of you who recently responded to our customer feedback request. The feedback and comments you provided are very useful as we plan our products and services for the upcoming year.

Our featured success story this month is Executive Management Associates, Inc. (EMA). I think you will find their business philosophies very interesting. EMA has provided excellent service for us at DOT.

On July 17, OSDBU is hosting an Alabama Transportation Marketplace in Birmingham. Information on this marketplace and on-line registration are both available on the OSDBU web site at <http://osdbuweb.dot.gov/conferences/mktplace.cfm>. We look forward to seeing you there.



OSDBUWEB.dot.gov Opening the Doors of Opportunity for Small Businesses

The U.S. Department of Transportation (DOT) Office of Small and Disadvantaged Business Utilization (OSDBU) provides information to small businesses (including veteran-owned, service-disabled veteran-owned, HUBZone, disadvantaged, and woman-owned) to help them compete for, and win, transportation-related contracts.

We use a variety of communication tools to deliver information to our small business customers on-line and printed. These include our toll free customer service line at (800) 532-1169; our on-line and printed publications including *Contracting With DOT*, the *Marketing Information Package*, and the *Procurement Forecast*, our monthly newsletter *The Transportation Link* and our Fax On-Demand system at (800) 532-1169.

Over the last few years, our web site at <http://osdbuweb.dot.gov> has become our primary communication tool for providing information to the small business community. During this period, the structure and content on our web site has changed significantly.

Like all tools, it is important to maximize their use to ensure they best meet your needs. A small business that is not familiar with marketing the transportation industry, may have different information needs from a small business that is trying to expand their existing federal contracting base.

New Small Businesses

Time is valuable to a small business. If you are new to marketing the U.S. DOT you may want to schedule about an hour to familiarize yourself with the different

sections of the site placing special emphasis on the following:

The About Us page at <http://osdbuweb.dot.gov/about/index.html> provides an excellent overview of the OSDBU's mission, four lines of business, and supporting programs.

The *Marketing Information Package* section at: <http://osdbuweb.dot.gov/business/mp/mip.html> is an excellent marketing/information tool. The *Contracting with the U.S. DOT* portion of the Marketing Package, sections A through E are especially informative, as these sections summarize our Office, each of the DOT Operating Administrations (including their small business specialists) and provide other valuable points of contact to our customers.



The Contracts Opportunities section at <http://osdbuweb.dot.gov/business/procurement/index.html> provides a wealth of information on transportation-related procurement/contracting opportunities.

Here we have posted the annual *U.S. DOT Procurement Forecast*, the US DOT subcontracting directory, a link to the FedBizOpps website, and a link to the SBA Pro-Net database. Links to the U.S. DOT Operating Administration and State DOT procurement sites are also included as well as information on U.S. DOT credit card holders by Operating Administration. Lastly, we provide access to the U.S. DOT Acquisition and Grants Home Page.

The Disadvantaged Business Enterprise (DBE) section at <http://osdbuweb.dot.gov/business/dbe/index.html> provides our customers with everything they need to know about the DBE Program.

The Newsletter section at <http://osdbuweb.dot.gov/translink/index.html> provides the electronic publication of our nationally distributed newsletter *The Transportation Link*. Prior editions of the newsletter (back to 1995) are also archived for our customers' reading pleasure.

The Customer Service section at <http://osdbuweb.dot.gov/about/feedback.html> provides the opportunity for our customers to provide OSDBU with their comments/feedback on a continuous 24/7 basis.

We encourage you to register for our *News By E-Mail* service at <http://osdbuweb.dot.gov/about/lists/lists.html> for announcements in the following four areas:

- News of interest to the OSDBU community
- Announcements on the Disadvantaged Business Enterprise (DBE) program.
- Monthly newsletter announcements.
- Conferences Information.

Mature Small Businesses

For those of you who have more experience working with the U.S. DOT, we recommend that you use our web site to stay abreast of new information in the small and disadvantaged community and as a research tool on items that are of particular interest to your business or organization.

Periodically we post updates on the What's News page at <http://osdbuweb.dot.gov/>. Similarly, current items of interest are sent over our News By E-Mail service. We encourage you to register at <http://osdbuweb.dot.gov/about/lists/lists.html> as described above.

If you are a Disadvantaged Business Enterprise (DBE), or interested in becoming certified as a DBE, you might want to research this program at <http://osdbuweb.dot.gov/business/dbe/index.html> focusing particular attention to the Questions and Answers at <http://osdbuweb.dot.gov/business/dbe/dbeqna.html>. These Questions and Answers hyperlink back and forth to the corresponding content in the DBE legislation.

You can also conduct valuable research in the *DOT Marketing Information Package* at <http://osdbuweb.dot.gov/business/mp/miphtml.html>. We maintain hundreds of contacts in this document to help you access small business experts as required. You can also research information on general contracting issues in the *DOT Marketing Information Package*.

Another example is that you can conduct research on transportation-related contracting opportunities at both the federal and state levels in the Contract Opportunities section of the web site at <http://osdbuweb.dot.gov/business/procurement/index.html>. Our Subcontracting Directory is posted there as well.

Information on Small Business Administration (SBA) direct procurement issues are posted on our site at:

Pro-Net Reminder - Is Your Small Business Profile Current?

When was the last time you updated your small business profile posted on the Small Business administration Pro-Net marketing and access network located at <http://pro-net.sba.gov/>.

Pro-Net is an electronic gateway of procurement information — for and about small businesses. It is a search engine for contracting officers, a marketing tool for small firms and a “link” to procurement opportunities and important information. It is designed to be a “virtual” one-stop-procurement-shop. Pro-Net is an Internet-based database of information on more than 195,000 small, disadvantaged, 8(a) and women-owned businesses. It is free to federal and state government agencies as well as prime and other contractors seeking small business contractors, subcontractors and/or partnership opportunities. Pro-Net is open to all small firms seeking federal, state and private contracts.

Businesses profiled on the Pro-Net system can be searched by NAICS codes; key words; location; quality certifications; business type; ownership race and gender; EDI capability, etc.

It is important that you update your business profile in Pro-Net on a routine basis. When contracting officers or other users conduct searches in Pro-Net, only firms that have updated their profile within the last 18 months are automatically included in the search. It is also important that you ensure the “Performance/History References” section of your profile includes your past performance and contact information on your customers. In an era of performance based contracting, performance history can be the deciding factor to contracting officers and prime contractors.

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Executive Management Associates, Inc. – Financial Management with a Twist

In 1993 Nancy Slomowitz decided to take a different approach with her career, so she established Executive Management Associates, Inc. (EMA). She recognized the need for a small business that provides a more focused package of financial services as opposed to one that “tries to be everything to every client.” EMA provides a variety of financial management services in the areas of information systems, budgeting, and procurement.

In 2001, EMA was recognized by the U.S. Department of Transportation (DOT) Transportation Administrative Services Center (TASC) as a Women-Owned MED (Minority Enterprise Development) Week award winner. The award was presented to Ms. Slomowitz, President of EMA, for work performed by EMA on a project providing financial management services to TASC.

EMA's backbone is the ability to provide clients with an assessment of their needs, recommendations for solutions, and implementation of the solutions in a clear and expeditious manner. Ms. Slomowitz believes that

oriented approach to problem solving. Ms. Slomowitz has formed a staff of EMA experts and she also draws upon an extensive resource of consultant knowledge to provide clients with the best possible solutions. EMA teams with other small firms that possess the



Secretary Mineta, Nancy Slomowitz and Richard Lieber

specialized technical expertise that may be required to meet a client's requirement. She believes that this approach allows EMA to provide faster response to her clients. Often the results are at a lower cost, and greater expertise, than larger firms can provide.

EMAs' clients include government organizations, non-profits, associations and commercial firms.

Safety Administration (NHTSA) and the Transportation Administrative Services Center (TASC).

One of the areas EMA specializes in is forensic accounting. Ms. Slomowitz explains this in simplified terms as the process of resurrecting an organizations former (often obsolete) accounting system to reconstruct the financial records. Often this is done when a company or agency has migrated to a new accounting system and things have gone awry. It can also be used to recover corrupted data or to examine the possibility of misappropriation.

Company growth can be measured by the increase in gross income from approximately \$50,000.00 in 1993 to the current figure of over \$2.5million. The company currently has 17 employees. The reputation of EMA is “a great company with great people.” Ms. Slomowitz believes in treating her employees well and has received their loyalty in return.

All of this adds up to the client satisfaction EMA strives for. The company web site states “Our job is not complete until the customer is satisfied.” Most of EMA's business has come from client referrals. All the more reason Ms. Slomowitz believes so strongly in her long-term commitment to maintain the reputation EMA has worked so hard to build. Congratulations to a company that truly cares about their client!

EMA EXECUTIVE MANAGEMENT
Associates, Inc.

providing high expertise staff resources is the key to making this approach successful. EMAs' approach is to bring in top management first. They believe that this approach results in getting the job done faster with less resources, and often at a cost savings for her clients.

EMA uses a dynamic, team-

Federal clients include the U.S. Department of Education; U.S. Department of Housing and Urban Development; and several DOT operating agencies including the Bureau of Transportation Statistics (BTS), the Federal Aviation Administration (FAA), the National Highway Transportation

For more information, you can contact EMA by phone at (301) 330-2531, e-mail at info@execman.com or visit their web site at <http://www.execman.com/>.

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<http://osdbuweb.dot.gov/business/legislation/dirfedcon.html>. Here you can research Federal Register Notices or Memorandums of Understanding that DOT has with the SBA.

Our Related Links section provides access to hundreds of other websites of interest to the OSDBU community. For example we provide links to all of the other OSDBU sites throughout government.

We have designed our web site to provide a broad range of information for all businesses in the DOT OSDBU community. If you have any suggestions on our web site, we welcome you to provide feedback. You can contact us at <http://osdbuweb.dot.gov/about/feedback.html>

We hope that you will find information on our web site that is helpful to you and will help you achieve success in contracting with the U.S. Department of Transportation!



CALENDAR OF EVENTS FOR July/August/September 2002

July 17	DOT/OSDBU Alabama Transportation Marketplace Birmingham, AL	Susan Bowser 800-532-1169 ext. 65577 susan.bowser@ost.dot.gov http://osdbuweb.dot.gov
July 24	Administration Support for Small Business : New Changes in Federal Contracting Washington, DC	Virginia Rigor 301-601-9038 www.aabronline.org
July 25	NASA Goddard Space Flight Center 29th Annual Small Business Conference Greenbelt, MD	Malores Pridgeon 301-286-4379 malores.v.pridgeon1@gsfc.nasa.gov http://www.dozier-tech.com
July 27-31	2002 National Urban League Conference Los Angeles, CA	http://www.nul.org/2002conf/information.asp urbanleagueconference@nul.org
Sept. 19-22	US Hispanic Leadership Institute 20th Annual Conference, Chicago, IL	Lisa Gamboa 312-427-8683 mgamboa@ushli.com http://www.ushli.com
Aug.1	FAA Women Owned/ Service- Disabled Veteran-Owned Small BusinessMarketplace Washington, DC	Vince Thomas (888) 952-1999
Sept. 23-25	American Public Transportation Association (APTA) Annual Meeting and Expo Las Vegas, NV	Pam Boswell 202-496-4803 pboswell@apta.com http://www.apta.com
Sept. 24-27	20th Annual National Minority Enterprise Development (MED) Week Conference Washington, DC	Francis Addo 877-633-9335 faddo@terrastrategic.com http://www.medweek.gov

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